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Recreation Coalition



# **Connecting People to the Great Outdoors: A High-Stakes Challenge for the Recreation Community**

- » **Keeping our outdoor legacy relevant to a population that is more urban and less exposed to the Great Outdoors**
- » **Inviting all Americans to have fun outdoors - and then working seamlessly as partners to make these initial visits fun**
- » **Leisure spending in America is healthy and growing - \$650 billion is being spent by individuals and families on outdoor recreation annually**



**»We can't be lulled into complacency by the apparent health of the outdoor recreation community in 2014**



- » **Overwhelmed by 5,000+ promotional messages each day – and not many about the Great Outdoors**
- » **Urban, diverse generation raised with markedly less firsthand exposure to the Great Outdoors – resulting from changed households, new leisure choices, second homes and cruises and Disney and in-home leisure**



- » **Markers are everywhere: surge in obesity. Sharp declines in park visits when you control for population growth**
- » **A generation that has a thin connection to the outdoors. Love its beauty. Want it protected ... by government. But don't necessarily feel it is worth the time and cost to travel to these places. Wall-sized 4K television with theater sound bring the Grand Canyon and wildlife, even the thrill of a canoe or raft trip, to them on their schedules.**



- » Culturally-correct communications. Not just about the language we use. **Got Milk?**
- » Campsite restrictions on large families. Picnic tables that are chained in place. The “law enforcement look” of many of our visitor services personnel
- » Education and interpretation delivered 21<sup>st</sup> Century-style, via smartphones



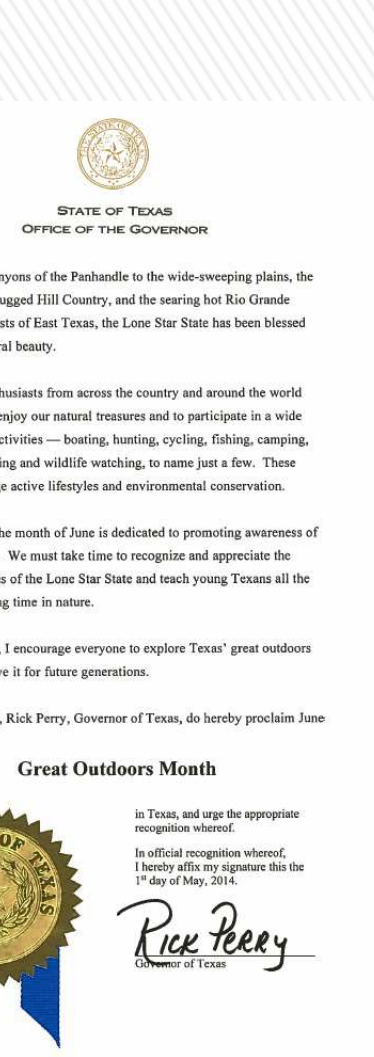
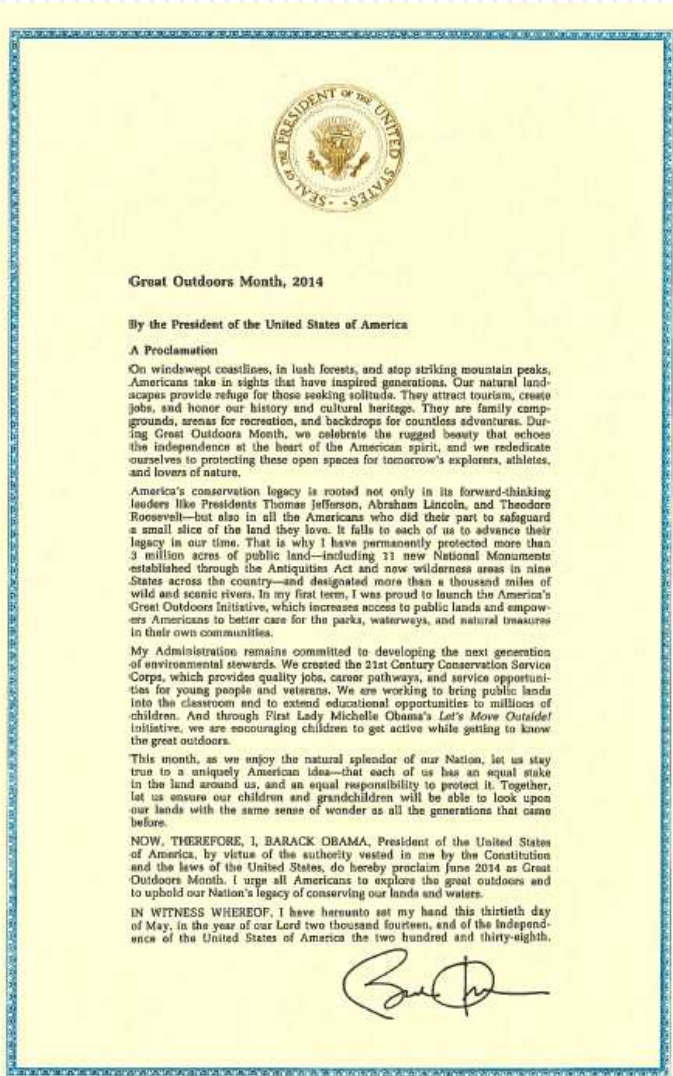
# GREAT OUTDOORS MONTH 2014



# A GREAT SUCCESS!!



**PROCLAMATIONS** ○ **NATIONAL TRAILS DAY**  
**KIDS TO PARKS DAY** ○ **NATIONAL FISHING AND**  
**BOATING WEEK** ○ **NATIONAL MARINA DAY**  
**NATIONAL GET OUTDOORS DAY** ○ **PARTNERS**  
**OUTDOORS 2014** ○ **GOVERNORS' PSAs**  
**CAPITAL CAMPOUTS** ○ **GREAT AMERICAN**  
**BACKYARD CAMPOUT** ○ **SHELDON COLEMAN**  
**GREAT OUTDOORS AWARD** ○ **BEACON**  
**AWARDS** ○ **LEGEND AWARDS** ○ **GREAT**  
**OUTDOORS MONTH DAY OF SERVICE** ○ **GOM**  
**WEBSITE** ○ **MOSAIC** ○ **RTP AWARDS**



**PROCLAMATIONS BY THE PRESIDENT  
AND ALL 50 GOVERNORS**

See all proclamations [here](#)

# AND THE GOVERNORS DID MORE THAN ISSUE PROCLAMATIONS!



- ▶ Five events involving youth camp-outs, including four Capital Campouts
- ▶ Two Great Outdoors Month PSAs
- ▶ Special campaigns by state tourism agencies
- ▶ Meetings and events and special messages



# GOVERNORS TAP STATE PARKS AND TOURISM AGENCIES TO DELIVER INVITATIONS





» Arkansas,  
Kansas, Georgia,  
Colorado and  
Washington  
State

» Bipartisan  
support

» Partner-based

**FIVE GOVERNORS REACH OUT TO URBAN  
KIDS – CAPITAL CAMPOUTS AND MORE**



- » 1,000 park events and 447,065 participants
- » 405 cities and towns
- » 28 governors signed proclamations

» LAUNCH OF THE COLEMAN/WALMART EFFORTS AT STORES, SPECIAL EVENTS



**GREAT OUTDOORS MONTH  
KICKED OFF ON MAY 17!**





AMERICAN HIKING SOCIETY  
NATIONAL TRAILS DAY®



- » 2,113 events in all 50 states, Washington, DC & Puerto Rico
- » 145,000 participants, ages 1 to 100!
- » 439 trail projects; 21,807 volunteers; 1,360 miles trail maintained
- » Over 436,000 miles hiked, biked, paddled or horseback

# NATIONAL TRAILS DAY®





VAMOS A PESCAR™

LICENCIA

CÓMO PESCAR

CUÁNDO PESCAR

DÓNDE PESCAR



**¡ENGÁÑCHATE!  
PESCA Y NAVEGA**

Descubre lo fácil y divertido que puede ser  
para tu familia

¡Pruébalo!

- » Coordinated nationally by Take Me Fishing
- » Involves state fishing and boating agencies
- » Free fishing days in most states
- » Hundreds of kids' fishing events
- » Community events and on-line links to great places to go
- » Conservation message
- » Outreach to Hispanic community
- » New research, resources

**NATIONAL FISHING AND BOATING WEEK**





For photos and a report on GO Day, see

[www.nationalgetoutdoorsday.org](http://www.nationalgetoutdoorsday.org)

- » Nearly 200 GO Day events
- » Signature events in Atlanta, Denver, St. Louis, Dearborn, Vancouver, Minneapolis and Olympia
- » Partners from the recreation, health, tourism and youth services arenas
- » New National Sponsor: OFF!®

# NATIONAL GET OUTDOORS DAY





**Leveraging the message of a  
major corporate partner ...**





- » **THREE KEY TOPICS:**
- » *Funding recreation in the Great Outdoors*
- » *Hosting all Americans in their Great Outdoors*
- » *Working better as partners in the Great Outdoors*
- » *Livestreamed and available at:*

[www.funoutdoors.com/node/view/3152](http://www.funoutdoors.com/node/view/3152)

# PARTNERS OUTDOORS 2014





- » Congressman Sam Farr awarded the 2014 *Sheldon Coleman Great Outdoors Award* for byways, tourism and parks efforts
- » *Beacon Awards* highlight recreation enhancements through technology
- » Six federal managers honored with *Legends* awards

## COLEMAN, BEACON AND LEGENDS AWARDS



- » June was a chance to highlight progress on the 21<sup>st</sup> Century CSC
- » H.O.P.E. team in Shenandoah rescues historic stable
- » Delaware North commits to \$3+ M in H.O.P.E efforts by 2016
- » Recreational Trails Program funds projects on federal lands across the nation -- \$85 M/year
- » More than 20,000 examples in database
- » Great bipartisan Congressional support

First HOPE Crew Project completed:  
Shenandoah National Park



The historic stables at Shenandoah National Park, a contributing structure to the Skyland Drive National Historic Landmark.



# H.O.P.E. AND RTP



- » 200,000 campers at 12,000 locations – all 50 states
- » Discovery Bay, CA, had 2,000 campers!
- » Home, school, church and park campsites
- » NWF online reach – 495 million!
- » Twitter and other social media network of 900,000

# GREAT AMERICAN BACKYARD CAMPOUT







- » **13<sup>th</sup> annual National Marina Day**
- » **Invitation to all to use marinas as the gateway to public waters**
- » **Organized by Association of Marina Industries**
- » **160 events including free boat rides in 33 states, U.S. Virgin Islands and Canada**

# NATIONAL MARINA DAY





- » Organized by The Corps Network
- » More than 100 volunteers and conservation corps members
- » VIP guests from USDA, CNCS, USDOT and more
- » Projects on the National Mall and at Fort Dupont
- » Video recap available at: <http://www.youtube.com/watch?v=hsPDIVGyky4>
- » Support from Guest Services, Inc. and Historic Tours of America

# GREAT OUTDOORS DAY OF SERVICE



» **AT THE NATIONAL LEVEL:**

- » **EXPAND CROSS-PROMOTION VIA SOCIAL MEDIA**
- » **BOOST CORPORATE SUPPORT**
- » **PRESIDENTIAL PROCLAMATION EVENT**
- » **ROLE FOR MEMBERS OF CONGRESS**
- » **EXPAND FICOR AND CABINET ROLES**
- » **FOUNDATIONS' ROLE**

» **AT THE STATE LEVEL:**

- » **EXPAND ROLE OF GOVERNORS, INCLUDING CAMPOUTS, PSAs AND TOWN HALLS**
- » **ADD NASPD AND STATE TOURISM LEADERS TO LEADERSHIP ROLES**
- » **GET SCOUTS AND OTHER YOUTH GROUPS ACTIVELY INVOLVED**

**A FOCUS ON 2015 >**



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